

Beth CAMPBELL DUKE

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WorkYouLOVE.ca | WerdOUT.ca

Online Profiles: CampbellDuke.com/linkedin | CampbellDuke.com/facebook | CampbellDuke.com/twitter



Compelling Information For Any Audience

Motivational Speaking

What most often stands between us and the achievement of our biggest goals is a mindset that thinks small. Thinking BIG and looking at situations from a new perspective allows us to question, and perhaps even laugh at, our limiting beliefs. Beth's speaking engagements have been described as 'humourous and compelling'.

Recent Conference & Speaking Engagements

- TEDxVictoria. 2011. [*School is A 'Wast' of Time*](#)
- TEDxComoxValley. 2011. *A New Perspective on Work: The Personal Brand-ifesto*
- IdeaWave Victoria. 2011. *Creating a Social Media Manifesto to Empower and Engage our Youth*
- Toastmasters Provincial Conference. 2010. *Extend Your Career Reach with Personal Branding*

Coaching & Workshops

The 'Work You LOVE' and 'Werd OUT' curricula are designed to be delivered to a wide variety of audiences:

- **Who ARE You:** Determine your unique combination of personality type, interest, skills and values.
- **Put Words To Your Strengths:** Create skills-based resume and short, medium and long biographies for social media profiles and website.
- **Get Your Brand Online:** Create an effective and manageable online presence.
- **Work Your Networks:** We cover formal and informal networking situations job hunters can use to increase the success of their marketing strategy.
- **Your Personal Marketing Strategy:** Pulling it all together to ensure the most effective job hunt possible.

Written Support Materials

Support materials help people to help themselves. Beth provides the following written support materials for clients and prospective clients.

- **'Work You LOVE' Blog** addresses the 3 main areas of the Personal Branding process: focussing on strengths, getting your brand online and networking skills. (WorkYouLOVE.ca)
- **Coaching & Workshop Modules** are made available to clients. These include informational components and data collection/worksheets to support job hunters through the personal branding process.
- **Guest blogger** at MyCollegesAndCareers.com
- **Press Releases** can be found at PRLog.org

Education

BEd. *University of Saskatchewan* (2002) (with distinction) | BSc. (Hons.) *University of Guelph* (1989)

My 'Past Lives'

Secondary Science Specialist

Formal secondary teaching career focussed on engaging learners regardless of area or level of study.

Beth is an outstanding teacher. She is kind and caring, professional and flexible. She determines students needs and provides a program that helps them to be successful. Her care for students is evident in her interactions with them in her classroom and in the work she does outside the classroom on their behalf. She is positive, accommodating and clearly interested in their well-being.

The term ethical educational leader describes Beth well. She is respectful, considerate and compassionate, wins the admiration of students, parents and fellow educators. She is honest and sincere in every situation and as such is a wonderful role model for both students and staff.

Dr. Shirley Figley, then Principal at Saskatoon's Nutana Collegiate.

Career & Academic Readiness Program, Nutana Collegiate Sept. 2007 - Nov. 2008

Collaborated on the redesign of this grade 9 integrated program for at-risk youth by focussing on student strengths and linking core education to career education.

Teacher, Bedford Road Collegiate 2004 - 2007 / Teacher, Davidson High School 2003 - 2004

Professional Development Highlights

Completed [Anne Davies' Assessment For Learning Summer Workshop](#) | Accredited in Biology & Chemistry | Co-Author of [Making Connections Through Experiential Education: Teachers and Students in Science 10](#)

Editor, Agriculture in the Classroom May Aug 2001, 2002, 2003

Editor of the Summer Writing Workshop curriculum booklets (approved by Saskatchewan Learning). *Livestock Production in Saskatchewan* (2003); *Technology in Agriculture* (2002); [Healthy Food, Healthy Body](#) (2002); [Water is Life](#) (2001); [Genetically Modified Organisms](#) (2001).

Office Coordinator, Canada-Wide Science Fair/ Youth Science Foundation Canada January - May 2002

The event hosted ~450 exhibitors, along with their projects and chaperones. With judges, there were ~1000 people on the University of Saskatchewan Campus in May 2002.

Research Technician/Regulatory Affairs Officer

Philom Bios Inc. 1994 – 2000 | Esso Agricultural Biologicals 1990 - 1994

Researched growth-promoting rhizobacteria and fungi on a variety of agricultural, horticultural and silvicultural crops. As the Regulatory Affairs Officer at Philom Bios, I was responsible for government compliance as well as label and packaging materials liaison among in-house marketing, manufacturing and research departments and external designers and printers.

Where it all began: Within 2 years of graduating with my B.Sc., I found myself speaking to the Canadian Phytopathological Society (Banff, June 1991) conference of 300 scientists – because it 'builds character'. You might be surprised to learn that there is, indeed, a 'Role of rhizobacteria in greenhouse mix for the suppression of damping-off of cucumber seedlings caused by *Pythium ultimum*.' Find more compelling titles from this meeting [here](#).